

'XRBIA' leading Indian affordable housing giant launching in UK to target nationwide housing crisis

~XRBIA, aims to deliver affordable London homes for around £80,000, with attractive financing programs including a rent-to-own option~

~XRBIA is disrupting legacy construction processes that are unsuited to modern housing needs and is seeking joint venture opportunities with UK developers~

Mumbai, 13th December, 2016: XRBIA, one of the pioneering brands in the Indian affordable housing sector, is to launch in the UK in a bid to help tackle the extreme housing crisis in Europe. Founded in 2012, XRBIA's first project consisted of 3,500 houses forming a 120-acre 'future-ready' city in India. It has already built over 15,000 homes and has a pipeline of 1,00,000 homes. It aims to deliver 100 future-ready cities in India by 2030.

XRBIA is now bringing its scale efficiencies and expertise in affordable housebuilding to the UK, and is seeking joint venture opportunities with UK property developers with social housing experience to leverage their local market expertise.

Initially, XRBIA will focus on building homes in London, where the housing crisis is most extreme. XRBIA is responding to the demand for affordability and accessibility from the next generation of homeowners, who value convenience and efficiency over square footage. This year alone, the company has spread across India and has launched 40,000 houses across Maharashtra. With the fast-paced urban development in major cities across the globe, XRBIA's innovative approach is well-positioned to expand internationally.

With its innovative construction technology, based on a hybrid of steel framing and concrete form work that produces homes at low cost within short timeframes, XRBIA has managed to slash build times to just six months. In addition, all utilities are delivered via renewable sources, with water, electricity and sewage recycled and controlled through customers' smartphones. Meanwhile, Internet of Things technology powers a customer portal, access, security, and billing systems. The entire system operates on the SAP ERP system, a world-leading platform for business processes.

In India, XRBIA's standard product is a seven-storey building with apartments of 40 square meters. In London, XRBIA is setting out to deliver these 'micro' homes at a cost of around £80,000 and will support them with numerous finance packages, including a rent-to-own facility.

"We have been researching Western markets in depth and, given the extent of the housing crisis in the UK and dearth of affordable accommodation, feel our low-cost and technology-led construction model could have a very positive impact on the volume and type of homes being built." **says, Rahul Nahar, Founder, XRBIA Developers Ltd.**

He further adds, "We are looking to work with forward-thinking social housing developers who have moved on from the legacy approaches that are holding back several more established players. To build the number of homes the UK needs is not just about bricks and mortar but fundamental changes in philosophy and process."



About XR BIA Developers Ltd: XR BIA understands India’s need for smarter, efficient, and sustainable cities which offer a higher quality of life to its people. Superior living experiences being priority, brand XR BIA delivers end-to-end urban infrastructure services to its inhabitants. With a goal and vision of building “100 future ready cities by 2030”, XR BIA is embarking on a new journey that lays the benchmark for quality and modern urban development in the country. The brand is driven by technology in all they do from construction & operations to enabling customers to measure, manage and pay for services that they use. XR BIA matches the global trend of increasing affordability by designing compact homes and offering standard amenities of free car park, community centre with swimming pool and commercial complexes. This year alone they built cities across 18 locations in India and launched 40,000 houses spread across Maharashtra. At XR BIA, the aim is not to build only houses, but cities that are environmentally friendly, technologically advanced, committed to education, dedicated to health, and that foster community spirit.

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